

We have absolutely no objection to curtailing unsolicited fax transmissions. However, this ruling, as currently formulated, will severely limit our ability to do business with our customers. In particular, the requirement to obtain written permission before sending a fax transmission would severely limit our ability to provide our customers with the level of service they expect from us. We are a small three employee sign shop. We NEVER send out unsolicited faxes or e-mails. However, the foundation of our business is fast turnaround custom sign products. Approximately 80% of our business works as follows:*

Customer places call via telephone and requests a custom sign product, typically for same day or next day completion and delivery. Of these requests, about

half are established customers and half are completely new customers.* Within hours (sometimes minutes) of receiving their request, a draft layout of their sign is created and either faxed or e-mailed to them for their approval.* Upon receipt of their approval, their sign is produced and the customer is then faxed or e-mailed a copy of their invoice so they can prepare a check for payment upon pick up of the sign. This process REQUIRES that our customers see and

approve the artwork for their signs. By verbally requesting that a draft proof be sent to them (either by fax or e-mail), our customers have explicitly consented to the transmissions that we send them, albeit verbal consent. The extremely fast turnaround expected by our customers makes it impractical -- in many cases impossible -- to obtain their written permission to send them a fax or email transmission.

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Content-Type: text/html; charset="US-ASCII"
Content-Transfer-Encoding: quoted-printable

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<HTML><HEAD>
<META charset=3DUTF-8 http-equiv=3DContent-Type content=3D"text/html; charse
t=3Dutf-8">
<META content=3D"MSHTML 6.00.2800.1170" name=3DGENERATOR></HEAD>
<BODY style=3D"FONT-SIZE: 10pt; FONT-FAMILY: Arial; BACKGROUND-COLOR: #fffff
f"><PRE>ECFS - E-mail Filing
&lt;PROCEEDING&gt;02-278
&lt;DATE&gt;08/19/2003
&lt;NAME&gt;Joseph M. Calabria, Jr.
&lt;ADDRESS1&gt;Signs Now<BR>&lt;ADDRESS2&gt;1500 Sardis Rd N.
&lt;CITY&gt;Charlotte
&lt;STATE&gt;NC
&lt;ZIP&gt;28270
&lt;LAW-FIRM&gt;
&lt;ATTORNEY&gt;
&lt;FILE-NUMBER&gt;
&lt;DOCUMENT-TYPE&gt;CO
&lt;PHONE-NUMBER&gt;704-844-0552
&lt;DESCRIPTION&gt;
&lt;CONTACT-EMAIL&gt;jcalabria@aol.com
&lt;TEXT&gt;We have absolutely no objection to curtailing unsolicited fax tr
ansmissions.&nbsp; However, this ruling, as currently formulated, will sever
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